

Message Text

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ACTION FSI-03

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E.O. 11652: N/A
TAGS: AFSI, NO
SUBJECT: FSI: COMMERCIAL LOCAL U.S. TRAINING PROGRAM

REF: STATE 293289

1. EMBASSY NOMINATES BJORN ROGER OLSEN, FSL 3, BORN FEB 22, 1939, IN OSLO.

2. OLSEN IS PRACTICALLY BILINGUAL. HE HAS FOURTEEN YEARS USG SERVICE. AS MARKET ANALYST AND NUMBER TWO FSL PROFESSIONAL IN COMMERCIAL SECTION, OLSEN HAS SUPERVISORY RESPONSIBILITY FOR WTDR REPORTING, COMMERCIAL NEWSLETTER PREPARATION, AND COMMERCIAL LIBRARY. HE OVERSEES MARKET SURVEY CONTACT OPERATIONS, AND CONDUCTS PRACTICALLY ALL OF THE FEW SURVEYS WHICH ARE NOT CONTRACTED. HE HAS PRIMARY RESPONSIBILITY FOR ANNUAL "BEST PROSPECTS" REPORT. HE IS RESPONSIBLE FOR TWO COUNTRY COMMERCIAL PROGRAM CAMPAIGNS (COMPONENTS AND PRODUCTION EQUIPMENT FOR ELECTRONICS INDUSTRY; POLLUTION CONTROL EQUIPMENT) INCLUDING ORGANIZING AND LEADING FOREIGN BUYER GROUPS. HE PREPARES A CONSIDERABLE SHARE OF EMBASSY'S TRADE OPPORTUNITIES, AND AGENCY DISTRIBUTOR SURVEYS. HE BRIEFS VISITING AMERICAN BUSINESSMEN IN HIS AREA OF COMPETENCE (MOSTLY HIGH TECHNOLOGY INDUSTRY) AND ASSISTS THEM IN FINDING CUSTOMERS OR AGENTS. HE USUALLY HAS RESPONSIBILITY FOR PROMOTING STOCKHOLM TRADE CENTER EXHIBITIONS. HE DRAFTS OCCASIONAL REPORTS AND PERFORMS MISCELLANEOUS OTHER TASKS AT DIRECTION OF COMMERCIAL ATTACHE AND ECONOMIC COUNSELOR.
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3. OLSEN'S EDUCATIONAL BACKGROUND SHOWS HIS DETERMINATION FOR IMPROVEMENT. AFTER COMPLETING MANDATORY SCHOOLING, WHICH THEN ENDED AT JUNIOR HIGH SCHOOL LEVEL, HE AUGMENTED HIS EDUCATION WITH SIX YEARS' NIGHT STUDY AT BUSINESS SCHOOLS, JUNIOR COLLEGE AND MARKETING COLLEGE. THIS INCLUDED ONE YEAR GENERAL BUSINESS

AT WANG HANDELSKOLE COMPLETED IN 1969, TWO YEARS OF JUNIOR COLLEGE, ONE YEAR OF BUSINESS ADMINISTRATION AND BASIC MARKETING AT OSLO KOMMUNALE KVELDSGYMNAS COMPLETED IN 1972, AND TWO YEARS OF MARKETING AT OSLO MARKEDSFORINGSKOLE COMPLETED IN 1975. HE ALSO ATTENDED THE HAGUE SEMINAR FOR FLS'S WHICH USDOC HELD IN NOVEMBER 1975. OLSEN'S ONLY BUSINESS EXPERIENCE OUTSIDE SCHOOLING HAS BEEN WITH EMBASSY COMMERCIAL SECTION WHICH HE JOINED IN JUNE 1972.

4. INDUSTRIES OF PARTICULAR INTEREST IN U.S. APPEAR REPEATEDLY IN OUR COUNTRY COMMERCIAL PROGRAMS AND BEST PROSPECTS REPORTS: (A) ELECTRONICS COMPONENTS AND PRODUCTION AND TEST EQUIPMENT: RATIONALIZATION AND GROWTH OF THIS INDUSTRY (GOVERNMENT ENCOURAGED BECAUSE OF ITS EXPORT POTENTIAL, HIGH TECHNOLOGY, AND RELATIVELY LOW LABOR COMPONENT) MEAN CONTINUALLY INCREASING MARKET THROUGH FORESEEABLE FUTURE. INTEREST IN U.S. SUPPLIERS WAS SHOWN BY SUCCESS OF FOREIGN BUYER GROUP WHICH OLSEN LED TO ELECTRO '76 (REF: OSLO'S A-148 DRAFTED BY OLSEN.) (B) POLLUTION CONTROL EQUIPMENT: NORWEGIAN INDUSTRY AND MUNICIPALITIES ARE SPENDING VAST SUMS TO MEET GOVERNMENT POLLUTION CONTROL REQUIREMENTS BEING IMPLEMENTED OVER NEXT FEW YEARS. (REF: OSLO'S A-55, DRAFTED BY OLSEN.) (C) PROCESS CONTROL INSTRUMENTATION: NORWAY'S EXPORT INDUSTRIES, PARTICULARLY PULP AND PAPER, CHEMICALS, AND METALLURGY, REQUIRE GREATEST POSSIBLE DEGREE OF AUTOMATION TO REMAIN COMPETITIVE. GOVERNMENT SUPPORT WILL MAKE MODERNIZATION POSSIBLE FO SOME OF THIS INDUSTRY DESPITE SLUMP IN TRADE. (D) OFFSHORE OIL FIELD AND PETROCHEMICAL EQUIPMENT: DEVELOPMENT OF NORWAY'S NORTH SEA OIL AND GAS RESOURCES IS CONTINUING AND CARRIES POSSIBILITIES OF ADDITIONAL PETROCHEMICAL PROCESSING UNCLASSIFIED

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FACILITIES.

(E) LABORATORY, SCIENTIFIC AND ENGINEERING INSTRUMENTS; U.S. SHARE OF THIS MARKET IS UNREASONABLY LOW, AND MARKET IS GROWING AS INDUSTRY INCREASES ITS R & D INVESTMENTS.

5. COMMERCE DEPT WILL KNOW WHICH CITIES WILL BE BEST TO VISIT IN CONNECTION WITH THESE INTERESTS. WE OFFER THIS TENTATIVE LIST: (A) BOSTON: TO RENEW ACQUAINTANCES WITH ELECTRONICS FIRMS VISITED FOLLOWING ELECTRO '76 FGB, AND TO MEET ADDITIONAL FIRMS IN THE INDUSTRY. (B) CHICAGO: TO VISIT MANUFACTURERS OF POLLUTION CONTROL EQUIPMENT, AND TO SEE VARIOUS APPLICATIONS. (C) MINNEAPOLIS: FOR VISITS WITH MANUFACTURERS OF PROCESS CONTROL INSTRUMENTATION AND OF LABORATORY INSTRUMENTS. (D) SAN FRANCISCO: TO LAY GROUNDWORK FOR FBG TO WESCON ELECTRONICS SHOW. (E) PHOENIX: TO MEET PROSPECTIVE SUPPLIERS OF SCIENTIFIC AND ENGINEERING INSTRUMENTS. (F) HOUSTON: TO MEET PRESENT AND POTENTIAL SUPPLIERS TO NORWAY'S OFFSHORE OIL INDUSTRY, TO STUDY APPLICATION OF PROCESS CONTROL INSTRUMENTA

TION IN PETROCHEMICAL INDUSTRY, AND TO FIND OTHER EXPORT PROSPECTS
IN EQUIPMENT FOR THE INDUSTRY.

6. PAST PERFORMANCE AND POTENTIAL JUSTIFY OLSEN'S SELECTION FOR
THIS PROGRAM. ON HIS JOINING ECON/COMMERCIAL SECTION AS
MARKET ANALYST FOUR YEARS AGO, HE SHOWED ABILITY WITH FIRST
MARKET SURVEYS, AND SUBSEQUENTLY EARNED USDOC COMMENDATION IN
JULY 1974 FOR SUPPORT OF STOCKHOLM TRADE CENTER ACTIVITIES. HE
WAS INSTRUMENTAL IN ORGANIZING 1974 POLLUTION CONTROL FOREIGN
BUYER GROUP FEATURED IN "MARKETPLACE USA" FILM AND HAD SOLE
RESPONSIBILITY FOR ORGANIZING AND LEADING FBGS TO ELECTRO '76
(BOSTON, MAY 1976) AND POLLUTION CONTROL EQUIPMENT SHOW (ANAHEIM,
NOVEMBER 1976). LETTER OF APPRECIATION (JULY 16, 1976) TO
AMBASSADOR FROM USDOC DEPUTY ASSISTANT SECRETARY CHARLES HOSTLER
COMMENDS OLSEN AND SENIOR FSL OLAV CAMPBELL FOR FBG WORK PARTICULARLY

OLSEN'S RESPONSIBILITIES HAVE BEEN ENLARGED IN RECENT MONTHS TO
INCLUDE THE SUPERVISORY RESPONSIBILITIES NOTED IN PARA 2, AND HE
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IS HANDLING THEM COMPETENTLY. HIS GREATEST PROFESSIONAL NEEDS AT
THIS STAGE ARE GREATER FAMILIARITY WITH THE UNITED STATES AND WITH
BUSINESS THERE, AND A MORE DETAILED UNDERSTANDING OF THE OPERATIONS
OF USDOC WASHINGTON AND ITS FIELD OFFICES. THIS GAP CAN BE
CLOSED BY THE SUBJECT TRAINING.

7. EMBASSY'S AIM IS TO GIVE OLSEN MAXIMUM AMOUNT OF TRAINING
TO PREPARE HIM TO ASSUME SENIOR FSL POSITION IN COMMERCIAL
SECTION ON RETIREMENT OF INCUMBENT OLAV CAMPBELL IN FEBRUARY
1978. SUBJECT TRAINING WILL BE MAJOR STEP IN THIS DIRECTION,
GIVING OLSEN GREATER COMPETENCE IN DEALING WITH QUESTIONS ABOUT
UNITED STATES, IN LEADING FBGS IN U.S., AND IN UNDERSTANDING
BACKGROUND AND INTERESTS OF AMERICAN BUSINESSMEN WHO WRITE
OR VISIT NORWAY. EMBASSY AND U.S. TRADE PROMOTION EFFORT BOTH
WILL DERIVE LONG-TERM BENEFITS FROM THIS VALUABLE TRAINING.

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